

Message Text

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43

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USDCO WASHDC

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COMMERCE FOR BEWT/TPD THOMPSON

COMMERCE FOR BEWT/TPAD (STECHSCHULTE/VAN DER BURGH)

E.O. 11652: N/A

TAGS: BEXP, ECRE, CZ

SUBJECT: TRADE PROMOTION: SYMPOMECH TRADE FAIR

REF: USDCO 15905

1. ING. VLADIMIR MATEJKA OF CZECH ADVISORY BOARD FOR MECHANIZATION AND AUTOMOTATION OF CONSTRUCTION AND ORGANIZER OF SYMPOMECH, CALLED AT EMBASSY DECEMBER 5 AFTER WE HAD INFORMED HIM THAT COMMERCE HAD DECIDED NOT TO SPONSOR AN OFFICIAL EXHIBIT OF U.S. PRODUCERS OF HAND POWER TOOLS AT SYMPOMECH '75. AS COMMERCE WILL RECALL, MATEJKA WAS LEADER OF SMALL DELEGATION OF CZECHOSLOVAK CONSTRUCTION OFFICIALS WHICH VISITED SEVERAL FIRMS IN U.S. THIS PAST SUMMER FOR PURPOSE OF INVESTIGATING LATEST TECHNOLOGY IN TOOLS AND EQUIPMENT USED IN MECHANIZING FINISHING PHASE OF CONSTRUCTION PROJECTS (MOSTLY HOUSING AND RESIDENTIAL). ACCORDING TO MATEJKA, THREE LARGE U.S. PRODUCERS OF SUCH EQUIPMENT (BLACK AND DECKER, SNAP-ON TOOLS, AND STANLEY TOOLS) HAVE ALREADY SIGNED UP TO PARTICIPATE AT SYMPOMECH NEXT JUNE. AT MATEJKA'S REQUEST, EMBASSY IS ALSO SENDING INFORMATION ON SYMPOMECH TO 25-30 MORE U.S. FIRMS ADDITIONAL TO THOSE HIS GROUP VISITED LAST SUMMER.

2. MATEJKA CLEARLY UNHAPPY OVER LACK OF OFFICIAL U.S. PRESENCE AT SYMPOMECH '75, AND HE WONDERS WHETHER COMMERCE WOULD CONSIDER A SMALL INFORMATION BOOTH EITHER

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AMONG OR IN THE PROXIMITY OF PAVILIONS OF PARTICIPATING U.S.

FIRMS. ACCORDING TO MATEJKA, EXPENSE FOR DESIGN AND CONSTRUCTION OF BOOTH, WHICH WOULD BE LARGE ENOUGH TO ACCOMMODATE A SMALL CATALOG DISPLAY AND SOME TABLES AND CHAIRS FOR USE OF VISITORS, MIGHT BE BORNE BY SYMPOMECH. WHEN ASKED, HE SAID THAT QUESTIONS OF DECOR COULD BE DECIDED JOINTLY WITH EITHER COMMERCE OR EMBASSY REPRESENTATIVES.

3. WE ARE OF OPINION THAT MATEJKA'S OFFER DESERVES SERIOUS CONSIDERATION AND OFFERS OPPORTUNITY TO PARTICIPATE IN SPECIALIZED TRADE EVENT OF GROWING IMPORTANCE AT MINIMAL COST. GIVEN RELATIVELY LIGHT TRADE PROMOTION PROGRAM SCHEDULED FOR NEXT YEAR, EMBASSY WOULD HAVE NO DIFFICULTY IN PROVIDING ONE COMMERCIAL OFFICER AND LOCAL COMMERCIAL ASSISTANT TO MAN INFORMATION BOOTH FOR SIX-DAY PERIOD OF SYMPOMECH, THUS HOLDING COSTS TO COMMERCE TO BAREST MINIMUM. IF THIS PROPOSAL MEETS WITH USDCO APPROVAL IN PRINCIPLE, WE WOULD PROPOSE TO INFORM MATEJKA OF THAT FACT AND HOPE THAT BY NEXT SUMMER FUNDS COULD BE MADE AVAILABLE AT LEAST TO PAY EITHER FOR RENTAL OF SPACE OR FOR DESIGN AND CONSTRUCTION OF BOOTH.

4. MATEJKA'S INTEREST IN SEEING OFFICIAL U.S. PRESENCE AT SYMPOMECH '75 APPEARS ULTIMATELY AIMED AT SECURING FROM US A REASONABLY FIRM COMMITMENT TO PARTICIPATE OFFICIALLY AND IN FORCE AT SYMPOMECH '77. WE ARE OF OPINION THAT THERE IS MUCH TO GAIN AND LITTLE TO LOSE IN WAY OF TRADE PROMOTION; AT VERY LITTLE EXPENSE, THE EMBASSY WILL HAVE AN OPPORTUNITY TO ASSESS FULLY THE VALUE OF A LARGER-SCALE U.S. OFFICIAL PRESENCE AT SYMPOMECH '77, AND IT PROCESS WILL UNDOUBTEDLY GARNER A NUMBER OF SIGNIFICANT TRADE OPPORTUNITIES AND USEFUL CONTACTS IN CEMA CONSTRUCTION INDUSTRY TO BOOT. WE THEREFORE URGE COMMERCE TO GIVE SERIOUS CONSIDERATION TO ACCEPTING MATEJKA'S OFFER. AN EARLY REPLY WOULD BE APPRECIATED.

5. MATEJKA ALSO INFORMED EMBOFF THAT HE IS ORGANIZING A TEN-ORTWELVE-MAN DELEGATION OF CONSTRUCTION INDUSTRY EXPERTS TO ATTEND CONEXPO EXHIBIT IN CHICAGO DURING FEBRUARY 9-14, 1975. WE WILL ADVISE WHEN DELEGATION'S COMPOSITION AND ITINERARY ARE FIRM.

PERRY

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